

# Ormco™ Corporation



Differentiate your practice, educate your patients ... and grow!



"Ormco" is an acronym for Orthodontic Research and Manufacturing COmpany. In this photograph, an Ormco technician tack welds a lingual cleat to a band during the manufacturing process

From its early beginnings to today, Ormco™ Corporation has been focused on arming orthodontists with the tools and education needed to build and maintain a thriving practice and exceed clinical and practice management goals.

With increased interest in orthodontic treatment from prospective patients across the globe, Ormco stands firm in its commitment to support the orthodontic specialist. Whether your practice is focused on Damon™ System treatment, implementing a comprehensive digital workflow with Insignia™ Advanced Smile Design™, utilizing industry-standard twin bracket systems, or leveraging Ormco's award-winning practice-building resources, Ormco has proven to be a global market leader within the orthodontic community.

## Dedication to innovation

There are very few orthodontic manufacturers that can tout more than 50 years of

diverse product offerings and industry breakthroughs. Ormco has a rich history in product innovation and has been at the forefront of significant industry "firsts"— which include direct bonding, rhomboid and computer-aided design (CAD) brackets, Copper Ni-Ti® and TMA™ archwires, the Titanium Orthos™ appliance system, and Damon™ Clear, the first 100% clear, passive self-ligating bracket. The company is intently focused on accelerating the industry's access to advanced solutions via significant R&D investments.

Under the leadership of Patrik Eriksson, Ormco president, the company continues to take great pride in collaborating with progressive doctors, engineers, materials scientists, and universities to develop products and services that exceed orthodontists' expectations across a wide spectrum of practice needs — from traditional to cutting-edge. To date, the company manufacturers more than 21,000 different products including more than

20 appliances from twin to self-ligating and aesthetic offerings. It prides itself on offering a myriad of products to support the various treatment philosophies and mechanics of orthodontists around the world.

Initially introduced by Dr. Dwight Damon and Ormco Corporation as Damon™ SL, the Damon System celebrates nearly 20 years of proven technology and design enhancements to meet doctor and patient needs. Ormco continues to invest in extensive research and development to fuel its innovation pipeline for the Damon System, with more than 50 patents and 25 pending patent applications.

With 110 globally filed patents in digital orthodontics, Ormco has elevated its focus on digital treatment solutions to the next level in recent years. Developed with the orthodontist in mind, the company continues to invest in and pursue high-tech solutions that will make tomorrow's dreams today's reality for the practice.

## Global education

Ormco's unprecedented devotion to education is a testament to its support of orthodontists and their patients. Each year more than 10,000 orthodontic professionals participate in Ormco's courses throughout the Americas, Europe, the Middle East, China, South Africa, Australasia, and more. Offering regional seminars, interactive in-office courses, online webinars, and multi-day global conferences with the world's most prominent clinicians, Ormco's CE program sets the standard for comprehensive orthodontic education.

The Forum, a staple of Ormco's continuing education lineup, will be hosted next year at the oceanfront Terranea Resort in Rancho Palos Verdes, California, February 10-13, 2016. Celebrating its 15th anniversary, The Forum 2016 will be built around Ormco's ongoing commitment to delivering engaging "Face 2 Face" experiences where industry experts, peers, and friends can



Doctors and staff members participating in Ormco CE Events around the world

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gather to create meaningful relationships while discovering new treatment modalities, progressive technologies, and practice differentiation strategies. Drs. Chris Chang (Taiwan), Ramon Perera (Spain), and Stuart Frost (United States) are among the notable speakers scheduled to present their philosophies and exemplary clinical cases on The Forum's main stage. Throughout the 4-day conference, participants will have the

opportunity to attend a variety of lectures and workshops addressing beginner to advanced content on Damon passive self-ligation mechanics, finishing, open bites, Class II and Class III treatment, digital smile design, and more.

To learn more about Ormco's broad range of continuing education courses, designed for orthodontists and staff members of all skill levels, visit [www.ormco.com/education](http://www.ormco.com/education).

# THE FORUM 2016

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15

CELEBRATING  
YEARS  
OF ORTHODONTIC EDUCATION

DAMON SYSTEM

More than straight teeth

Ormco



Ormco's broad range of products include Damon Q and Titanium Orthos brackets, AdvanSync™ Class II appliances, a collection of archwires, OrthoSolo and a variety of adhesives

## Expansive product portfolio

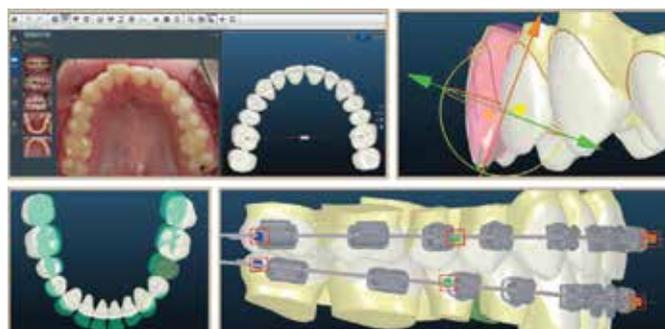
Ormco's flagship product line, the Damon System, continues to lead the passive self-ligation industry. Comprised of Damon™ Q and Damon Clear passive self-ligating brackets, high-tech archwires and minimally invasive treatment protocols, the light-force system provides exceptional benefits for both doctor and patient. More than 4.5 million patients have been treated with the Damon System and thousands of orthodontists around the world rely on the solution to deliver remarkable results.

Recognized for exceptional quality, versatility, and value, the industry is also rediscovering the dependability of Ormco's twin brackets. With a dozen different twin appliances to choose from, such as Titanium Orthos, Mini Diamond® and Mini-Twin™, Ormco offers a comprehensive selection of brackets. These traditional appliances have served as the solid foundation of Ormco since the company's inception.

Taking note of orthodontists' increased emphasis on digital workflow and smile customization, Ormco's product portfolio features state-of-the-art digital technologies and personalization techniques. The award-winning Insignia platform allows orthodontists to combine their treatment preferences with the precision of

computer-aided smile design. Its advanced 3D technology helps better visualize and treatment plan for more ideal finishes. Offering unprecedented levels of interactive visualization, patient-specific brackets, and custom wires, Insignia helps make difficult cases more manageable and routine cases exceptional. Later this year, Ormco will introduce a variety of Insignia product improvements, such as new molar tube options and re-engineered 3D printed placement guides, to deliver increased clinical efficiency and personalization.

Further enhancing the digital treatment workflow, Lythos™ — Ormco's state-of-the-art digital intraoral scanner — can seamlessly integrate into practices. Lythos removes the inherent challenges associated with traditional impressions and works with Insignia and AOA Lab to help increase efficiencies for greater practice profitability.



Insignia™ Advanced Smile Design™ allows orthodontists to combine their treatment preferences with the precision of computer-aided smile design

Setting the standard for customized appliances for more than 35 years, Ormco's AOA Lab has become one of the world's largest full-service orthodontic laboratories with more than 2,500 years of combined technical orthodontic experience. With the deepest and most versatile portfolio of available appliances in the lab market, AOA fabricates customized appliances, including Class II correctors, aligners, splints, retainers, and more. For the growing demand of digital lab solutions, the AOA team has invested in stereolithography (SLA) — a type of model printing highly regarded as the premier method for rapid prototyping. For improved practice efficiency, accuracy and high-end resolution, the print material helps produce the highest quality digital-dental models.

Underscoring Ormco's commitment to practices, the Ormco Lifetime Rewards (OLR) Program allows members to earn points on purchases that can be redeemed any time. Participating orthodontists earn points on every dollar spent on Ormco and AOA's selection of orthodontic appliances, and can then redeem accumulated points for Ormco's valued auxiliary products and services, including instruments, Copper Ni-Ti and TMA wires, Ortho Solo™, various supplies, and CE course tuition.

## Aesthetic offerings and practice growth support

Over the past several years, the orthodontic industry has witnessed a significant increase in the demand for aesthetic, yet effective, treatment choices. Extending beyond pre-teen and teen patient demographics, the numbers indicate that adults undergoing treatment account for 22% of all orthodontic cases — that's more than one in every five patients. With vast potential to treat adults, doctors can increase their practice revenue by promoting aesthetic appliances that appeal to adult consumers. Ormco supports the orthodontists' ability to cater to the aesthetically minded patient by offering a variety of discreet solutions.

With a completely clear body and door that is resistant to staining, Damon Clear and Damon Clear2 provide orthodontists with the control and performance needed to treat a wide range of cases with exceptional results. The patented laser-etched pad and innovative SpinTek™ slide ensure optimal bond strength and quick and comfortable wire changes. Damon Clear is also available with Insignia, providing patients with a customized, efficient, and discrete treatment experience. An alternative to braces, Ormco's Insignia™ Clearguide™ Express aligner option combines the technology of Ormco's Insignia Advanced Smile Design software with AOA custom lab services.

For orthodontists seeking an aesthetic twin appliance, Inspire ICE™ is the bracket of choice that has exceeded patient expectations. Unlike ceramic brackets that are opaque and colored to mimic a particular tooth shade, Inspire ICE brackets are crystal clear and virtually invisible regardless of the tooth color. With a low profile, yet ample tie-wing undercuts, Inspire ICE is easy to work with and provides a smooth surface and rounded facial contours to enhance patient comfort.

To assist orthodontists in promoting their aesthetic offerings, Ormco's online Doctor Locators are designed to drive consumers of all ages to doctors treating with Damon



Doctors can grow their practices by promoting aesthetic appliances such as Damon Clear, Insignia Clearguide Express aligners and Inspire ICE

Clear, Insignia, and Inspire ICE. Ormco's award-winning Damon Doctor Locator ([damonbraces.com](http://damonbraces.com)), Insignia Doctor Locator ([insigniasmile.com](http://insigniasmile.com)), and Inspire ICE Doctor Locator ([iceclearbraces.com](http://iceclearbraces.com)) have proven to be invaluable services for increasing patient starts. It's estimated that the Damon Doctor Locator drives one to two starts each month to participating clinicians. Over a 5-year period, there has been a 267% increase in Damon Doctor Locator searches — which currently translates to \$82 million in potential practice revenue each month for Damon doctors in North America.

To support doctors' local patient education and practice marketing efforts, Ormco's online resource center — [marketing.ormco.com](http://marketing.ormco.com) — offers a wide range of practice marketing assets and staff training tools. The platform is home to a large library of patient imagery, consultation tools, lobby and website videos, press release templates, webpage assets, and more for doctors offering the Damon System, Insignia, Lythos, and Inspire ICE.

This year, Ormco introduced *My Smile Consult*™, taking the patient education process to the next level for doctors leveraging the Damon System. Designed to increase patient starts, *My Smile Consult* is the industry's latest online consultation tool

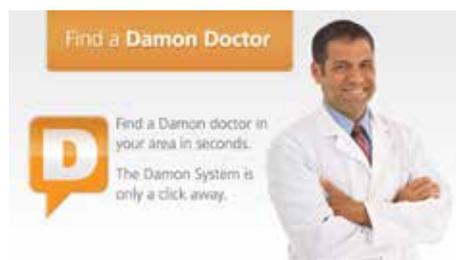
that enables doctors and staff to efficiently present the benefits of orthodontic treatment and the Damon System — including Damon Clear — before, during, and after the consultation. *My Smile Consult* engages patients with over 25 patient testimonial videos and numerous before/after photos and may be customized with your practice branding and patient photographs. To date, the consultation tool has received critical industry acclaim, honored as a winner in the 2015 Digital Health Awards and 2015 WebAwards.

## Looking ahead

With patient demand on the rise, orthodontists can rely on Ormco and its proven track record to support their clinical and practice management objectives. Offering a breadth of progressive products and solutions, Ormco is devoted to helping doctors build successful and thriving practices. Looking ahead, Ormco's future remains bright with plans to introduce next-generation innovations for its appliance systems and technology.

To learn more information about Ormco's product line, call 1-800-854-1741, or visit Ormco online at [www.ormco.com](http://www.ormco.com). **OP**

*This information was provided by Ormco™.*



There has been a 267% increase in Damon Doctor Locator searches, over a five year period



Insignia and Damon System practice marketing resources including *My Smile Consult* on [www.marketing.ormco.com](http://www.marketing.ormco.com)